# eProduction: Leveraging The Full Potential Of The Internet for the Printer

Impresse™ CORPORATION

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# What's Keeping You Awake At Night?

- Shorter lead-times, decreasing run lengths, faster turnaround times
- Greater margin pressures
- Keeping existing customers, winning new customers
- Adopting to fast changing technology

Done.

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# What Must We Do?

- Automate business workflows
  - from order through fulfillment & payment
- Automate production workflows
  - from job submission through pre-press, printing and finishing/kitting
- Align business & production workflows
  - delivering accurate and prompt customer communications

Done.

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# What Must We Do?

- Leverage the Internet
  - to integrate tightly with customer's and trade partner's supply chain
- Automate print production
  - planning, scheduling and execution for highest asset utilization
- Select/implement state-of-the-art enterprise system architecture
  - to rapidly integrate new technologies

Done.

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eCommerce is changing
*how* your customers buy &
pay for printed goods

Done.

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# Introducing eProduction:

eProduction will revolutionize not only *how* your customers buy & pay for printed goods,
but also
*how* you *cost effectively* and *reliably* make and deliver them

Done.

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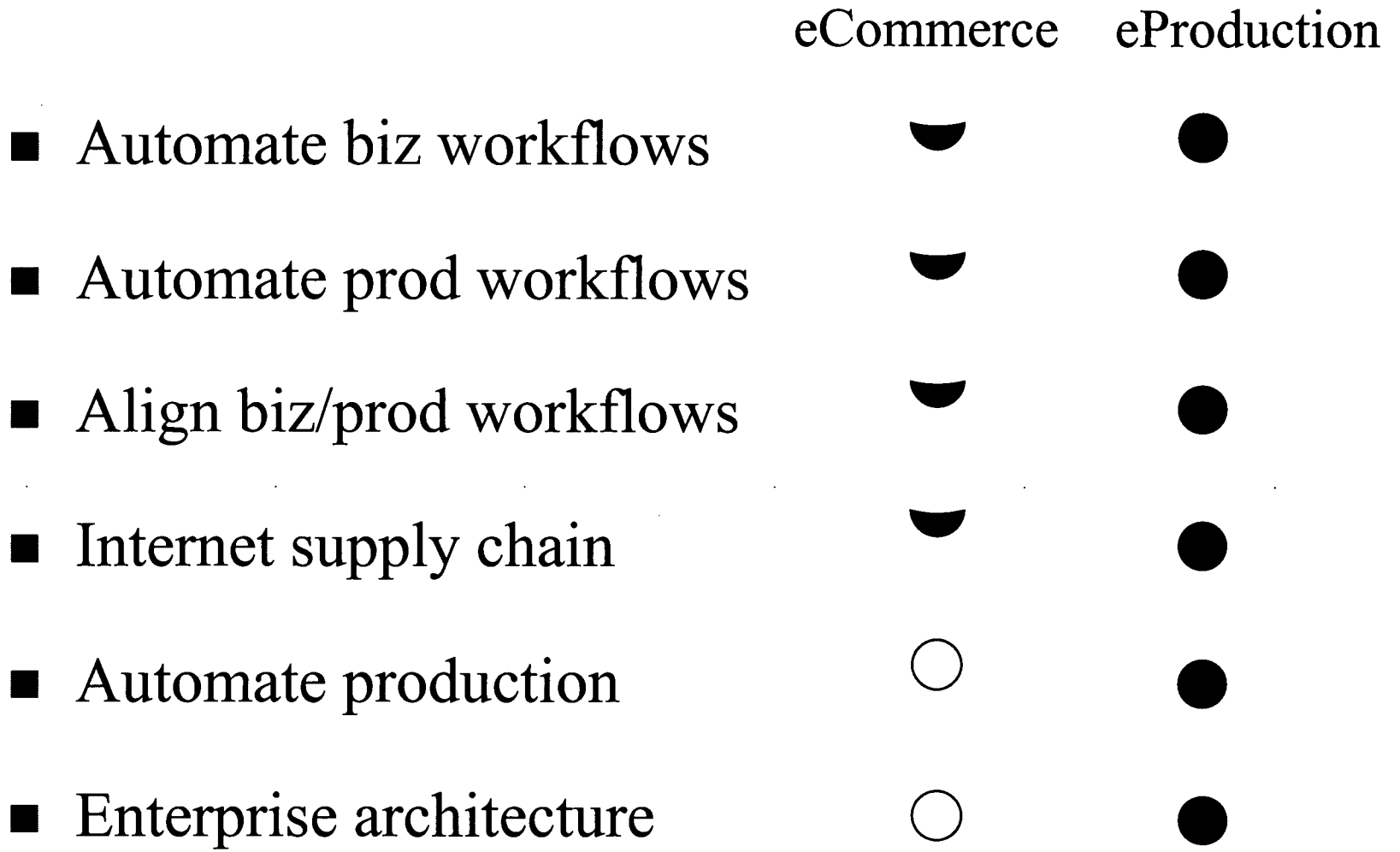
# eProduction & eCommerce Compared




Done.

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# Impresse's *PresseWare*: eProduction for the Print & Publishing Industry

- Internet-enabled Enterprise Digital Production
- Brings the Discipline and Capabilities of ERP, Supply Chain Optimization and eCommerce to the Printing & Publishing Industry
- Integrates and Automates Business and Production Workflows *with* each other and *across* entire Print Supply Chain
  - From Print Request at Customer Site through Prepress, Manufacturing, Fulfillment and Delivery
  - From Order through Cash Settlement
  - From Customer through Printer and Delivery Channel

Done.

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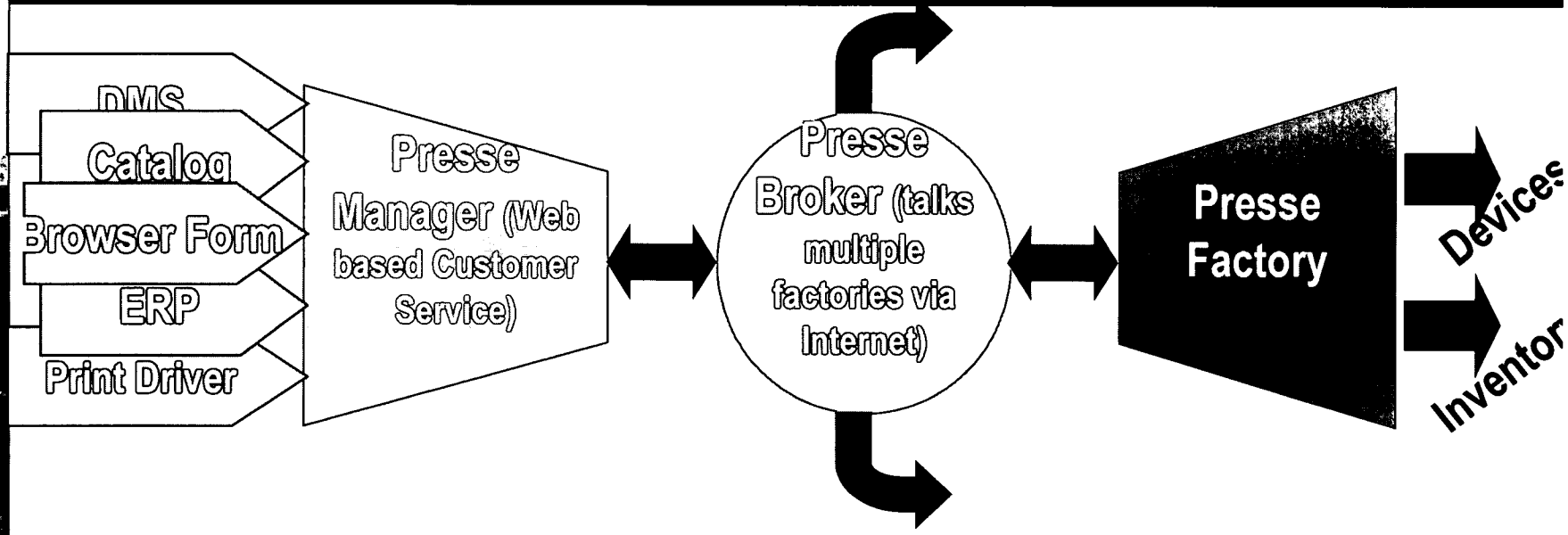
# Impresse's *PresseWare*




- Multiple Print Buying Modules at Customer Premises (running on Browsers)

- Digital Bills of Materials (BoM) store
- Business Workflow Automation
- Enterprise Systems Integration

- Real-time ATP (Available To Promise)
- Outsourcer Coordination
- Print BoMs Replication

- Production Workflow Automation
- Interactive Job Scheduling
- Pre-, Press, Post- Devices Interaction

Done.

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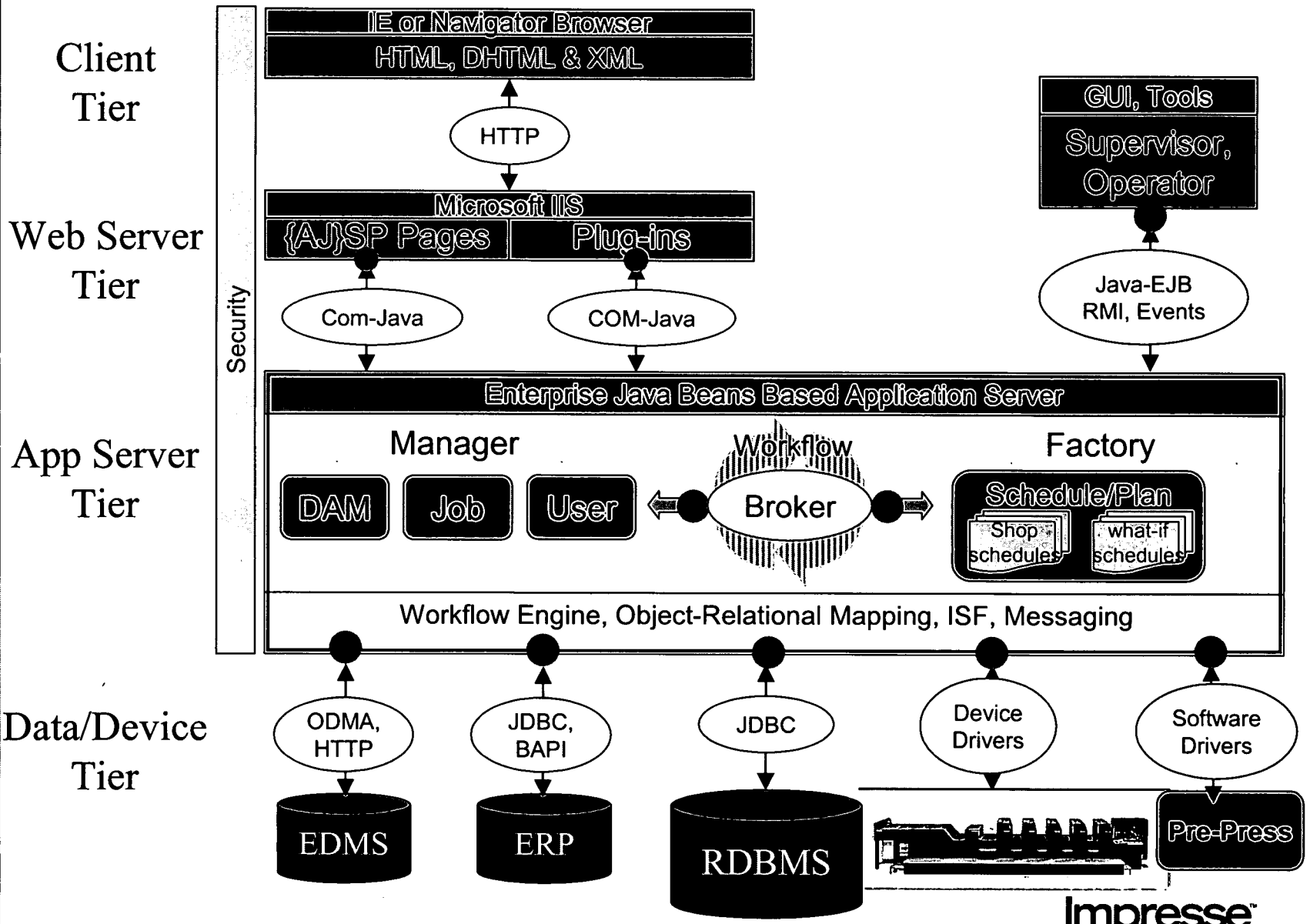
# PresseWare Architecture

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# The Benefits of PresseWare

- Exceed customer expectations
  - Offer customized products/services
  - Respond faster to customer needs
- Reduce operating costs
  - Eliminate errors and waste
  - Increase asset utilization
- Strengthen printer-customer relations

Done.

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# *PresseWare: Delivering The Full Potential Of The Internet To The Printer!*

Done.

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